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Book review

*Guide pratique de l'organisateur d'événements*

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Reviewer: Dr Charlie Mansfield

A two-week vacation may be thought of as a very long event, while an afternoon at the museum could be considered a very short holiday. The authors of this practical French guide to event management introduce a further idea - the development of a tourist destination is enhanced by the organisation of events to attract visitors. This practical guide is itself something of an event. It is the fruit of a project not merely to translate Chris Powell's work into French but to enhance and tune the resulting advice to event planners who need to work in France. This includes detailed information on legislation in the French market and useful contacts via web addresses for events in France.

Anyone who has used the hotels around St Pancras International knows that French companies host events and incentive travel meetings for their sales staff on the UK side of the Channel so UK companies could follow this lead and plan events in Lille and Paris. To those developing such events this new *Guide pratique de l'organisateur d'événements* will prove very useful. It consists of some theory but mainly checklists based around the 9 big steps in successful event design, planning, and realisation. For the English-speaking events management specialist, it provides accessible translations of the terminology from tourism and events management to help them engage with French suppliers, for example, the DMO in French is l'OGD, l'organisme de gestion de destination.

For the student of Events Management who is also studying French at university, as many do today, this handy book will help them tune-in to the language they will need when taking their placement year in a French resort or when planning events that cross borders with Francophone neighbours in football, rugby, conferences and international exhibitions.

A useful innovation in the book is the inclusion of printed Quick Response Codes for readers to scan using their smartphones. These QR codes are in sections that the authors feel will need updating regularly, details of lighting suppliers, French laws on fireworks, the list is complex but their solution is very efficient on space and re-printing costs. Who said technology would mean the end of the printed book?